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Place-Oriented or People-Oriented Concepts for Destination Loyalty: Destination Image and Place Attachment versus Perceived Distances and Emotional Solidarity

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ABSTRACT

Many studies have modeled several different concepts to explain destination loyalty; however, none have integrated place-oriented (e.g., destination image, place attachment) and people-oriented concepts (e.g., cultural distance, social distance, and emotional solidarity) for their relative influences on loyalty. The current study tested the influence of destination image (place-oriented) and perceived distances (people-oriented) as antecedents of place attachment (place-oriented) and emotional solidarity (people-oriented) for their relative influences on destination loyalty. Survey data collected from both domestic (*n*=260) and international (*n*=250) visitors to a city in Turkey, Antalya, revealed that place-oriented concepts (cognitive and affective destination images and place attachment) are better predictors of destination loyalty than people-oriented concepts (cultural distance, social distance, and emotional solidarity). Together, they explain about half of the variance in destination loyalty, 42% in past loyalty and 60% in future loyalty.

Keywords: destination image, cultural distance, social distance, place attachment, emotional solidarity, destination loyalty

1. INTRODUCTION

Tourism research has generated several place-oriented and people-oriented concepts to explain tourist behavior in visiting, revisiting, and willing to revisit a place, typically referred to as destination loyalty (Tasci, 2017). To understand what makes or breaks destination loyalty, many different place-oriented factors have been investigated in relation to destination loyalty including satisfaction, motivation, image, quality, value, involvement, commitment, novelty-seeking, risk perception, and place attachment (Almeida-Santana & Moreno-Gil, 2018; Patwardhan, Ribeiro, Payini, Woosnam, Mallya, & Gopalakrishnan, 2020; Prayag & Ryan, 2012; Stylos & Bellou, 2019; Tasci, 2017). Many researchers included destination loyalty as the outcome variable in the consumer-based brand equity of destinations where it is explained by place-oriented factors, typically inclusive of consumers' awareness of, familiarity with, as well as image, value, and quality perceptions of a place (Bianchi, Pike, & Lings, 2014; Chekalina, Fuchs, & Lexhagen, 2018; Pike & Bianchi, 2016; San Martín, Herrero, & García de los Salmones, 2018; Tasci, 2018). Some of these place-oriented concepts include traces of human factors as important destination dimensions. Destination image, for example, includes predominantly place-oriented aspects such as attractions, climate, and facilities, while, some studies also include a few aspects of the locals or hosts such as helpful or friendly attitudes of locals (e.g. Ross, 1993; Tasci, 2009).

Nonetheless, research concerning people-oriented factors and their influence on destination loyalty has been minimally undertaken. The tourism literature has recently seen a proliferation of people-oriented concepts including cultural distance (Boylu, Tasci, & Gartner, 2009; Crotts, 2004, Kastenholz, 2010; Litvin, Crotts, & Hefner, 2004), social distance (Joo, Tasci, Woosnam,

Maruyama, Hollas, & Aleshinloye, 2018; Thyne, Watkins, & Yoshida, 2018; Yilmaz & Tasci, 2015), and emotional solidarity (Joo et al., 2018; Woosnam & Aleshinloye, 2013; Woosnam, Aleshinloye, Strzelecka, & Erul 2018, Woosnam & Norman, 2010). Few studies investigated emotional solidarity's relevance to destination loyalty (e.g., Patwardhan, et al., 2020; Ribeiro, Woosnam, Pinto, & Silva, 2018; Woosnam & Aleshinloye, 2013; Woosnam, Stylidis, & Ivkov, 2020); however, the level of attention this relationship has received is nominal compared to the above-mentioned place-oriented concepts. Furthermore, the relevance of cultural and social distance to destination loyalty is entirely missed in past research. This lack of attention to the influence of people-oriented factors on destination loyalty undermines the well-accepted significance of those factors as the objects of the tourist gaze (Urry, 2002).

As Urry (2002) states, tourists gaze at what they encounter, like "a kind of contemporary pilgrim, seeking authenticity in other 'times' and other 'places' away from…everyday life…(with) particular fascination in the 'real lives' of others that somehow possess a reality hard to discover in their own experiences" (p. 9). This wide array of gaze-objects is reflected in tourist needs and motivations research as well. Researchers entrenched in this line of research acknowledge that people travel to other places for the things that they can see and do within the destination including interactions with the locals to add a cultural and social flavor to their trip. Dann (1977, 1981) termed these things to see or do as pull factors which can also be grouped into place-oriented and people-oriented pull factors. Meeting new people and making new friends (Tasci & Ko, 2017) are people-oriented pull factors, while beaches, climate, and natural attractions (Klenosky, 2002) are place-oriented pull factors for visiting a place. Consciously seeking or unconsciously consuming, tourists experience places in their entirety with inanimate physical factors intertwined with social and cultural factors introduced by the human factor. With such a holistic experience of the locality, visitors, consciously and unconsciously, perceive the locals and develop certain attitudes towards them, in the form of cultural distance, social distance, and emotional solidarity, to name a few.

Considering that visitors' motivations revolve around experiences with not only the place but also its residents, visitor perceptions of and attitudes toward the place as well as its residents need to be understood in explaining destination loyalty. While an ample amount of past research has generated several place-oriented concepts to explain tourist loyalty, the attention to people-oriented concepts has been relatively scant. Furthermore, the relative effect of place-oriented factors and people-oriented factors on destination loyalty is entirely missed in past research as there is a clear lack of studies integrating people-oriented and place-oriented concepts in the same study. Even though place-oriented factors' influence on loyalty has received more attention, their superiority over people-oriented factors is only an assumption in the lack of empirical evidence, as place-oriented and people-oriented factors' influences on loyalty were assessed in separate studies. Integrative models of different concepts to examine their relative influences on the same subject would help holistic theory development (Tasci, 2019).

As reflected in Figure 1, the current study aims to fill this void by integrating people-oriented and place-oriented factors in a model that explains destination loyalty. The model specifically seeks to examine: 1) the effects of cognitive and affective destination images on place attachment, 2) the effects of social distance and cultural distance on emotional solidarity, and 3) the relative effects of place attachment and emotional solidarity on destination loyalty.

Integrating these concepts into a model will better display their dynamic nature in the complex system of social phenomena, while presenting a clear picture of social reality (Tasci, 2019). Study findings will help managers plan accordingly in focusing on the most salient place-oriented and people-oriented aspects of a destination in generating a strong pull for repeated tourist gaze, or tourist loyalty.

<Figure 1. Here>

2. CONCEPTUAL FRAMEWORK

2.1. Destination Loyalty: The Coveted Outcome

As an important market metric, consumer loyalty research has received a healthy degree of attention in many different fields. Researchers have identified this concept as a commitment to re-buy or re-patronize the same brand (Oliver, 1999; Bowen & Shoemaker, 2003), attaching possessive feelings toward the brand or company (Shoemaker & Lewis, 1999), being price elastic, providing constructive feedback, purchasing more, and preferring over others (Reichheld, 2002). Loyalty may be argued to be a concept for utilitarian consumption products where it is expected that a consumer develops trust and repeat purchase behavior towards certain brands. On the contrary, visiting a destination is an experiential consumption guided more by novelty-seeking and variety-seeking tendencies of travelers. Nonetheless, a large body of literature investigates destination loyalty and its correlates since tourists visiting the same destination repeatedly is a known phenomenon, commonly accepted as an important market metric for the success of a destination (e.g., Cossío-Silva, Revilla-Camacho, & Vega-Vázquez, 2019; Castro et al., 2007; Deb, 2020; Fu, 2019; Godovykh & Tasci, 2020; Huang & Chiu, 2006; Jang & Feng, 2007; Lee, Graefe, & Burns,2007; Lv & McCabe, 2020; Stylos & Bellou, 2019; Tasci, 2017; Wu, 2016; Yoon & Uysal, 2005; Yuksel & Yuksel, 2007).

Destination loyalty denotes a positive attitude towards a destination (Almeida-Santana & Moreno-Gil, 2018; Zhang, Fu, Cai, & Lu, 2014), indicating a sense of commitment (Moore, Rodger, & Taplin, 2017), reflected in visitors' intention to return to the destination despite the abundance of alternatives and to recommend it to their friends and relatives (Oppermann, 2000). Destination loyalty has been commonly operationalized with behavioral, attitudinal, or composite indicators. Behavioral loyalty includes an actual visitation or previous experience with the destination and is also referred to as past loyalty (Correia, Zins & Silva, 2015; Kaplanidou & Gibson, 2010); attitudinal loyalty involves several behavioral intentions including, the likelihood to visit again, visitation intention (Baloglu, 2001; Tasci, 2017), intention or willingness to recommend, intention to return (Castro et al., 2007; Chi & Qu, 2008; Patwardhan et al., 2020; Prayag & Ryan, 2012), perception as a recommendable place (Chen & Gursoy, 2001), positive opinion leadership, intention to revisit, continued future use (Kim & Crompton, 2002, P. 144), recommendations to others, and feeling about visiting again, also termed as future loyalty (Yoon & Uysal, 2005), while composite loyalty includes a combination of both attitudinal and behavioral loyalty (Zhang et al., 2014; Tasci, 2017). Diverse factors have been studied for their influences on loyalty in general and destination loyalty in particular (Prayag & Ryan, 2012; Stylidis, Woosnam, Ivkov & Kim, 2020), while researchers call for additional empirical research and frameworks to consider new antecedents of loyalty (Kislali, Kavaratzis & Saren, 2019; Lv et al., 2020) such as the comparative influences of people- and place-oriented factors. For a

comprehensive capture of the relative influence of people- and place-oriented factors on destination loyalty, the current study used composite loyalty with past and future loyalty measures.

2.2. Place-Oriented Factors: Destination Image and Place Attachment

Destination image is probably the most-studied place-oriented concept due to its influence on various human behaviors considered from numerous perspectives including visitors, residents, domestic tourists, and international tourists (Govers, Go, & Kumar, 2007; Tasci & Gartner, 2007). Tasci, Gartner, and Cavusgil (2007) defined destination image as "an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination" (p.200). This definition includes cognitive, affective, and conative dimensions of image, which reflects thoughts and opinions about a place that stimulate feelings and emotions, consequently leading to behavioral intentions towards the place. However, in studies with other behavioral concepts such as destination loyalty or its dimensions, the conative component of image becomes redundant. Typically using the cognitive and affective dimensions, many studies have tested and solidified the influence of destination image on several behaviors before, during, and after visiting a place (Coban, 2012; Kim, Stylidis, & Oh, 2019; Kislali, Kavaratzis, & Saren, 2019; Tasci & Gartner, 2007; Wang & Hsu, 2010).

Place attachment, conceptualized as a multidimensional construct reflecting the bond between individuals and places (Gross, Brown, 2008; Prayag & Ryan, 2012; Williams, Patterson, Roggenbuck & Watson, 1992) has also received attention as of late with respects to destination image. The concept of place attachment denotes the emotional bonds or links humans develop to places (Hidalgo & Hernandez, 2001; Williams et al., 1992), largely in response to complex experiences with the physical and social environment (Low & Altman, 1992). The complexity of capturing place attachment is well-reflected in the variety of measurement approaches used in the past, ranging from a single-item question (Snaith & Haley, 1999) or a unidimensional construct (Liu, Hultman, Eisingerich, & Wei, 2020; Ram, Bjork, & Weidenfeld, 2016) to multi-dimensional scales (Patwardhan et al., 2020; Ramkissoon, Weiler, & Smith, 2012; Yuksel et al., 2010).

In tourism, attachment to a destination (see Ram, Bjork, & Weidenfeld, 2016; Liu et al., 2020, for a review) commonly evolves after one visit (Moore & Graefe, 1994), although there are cases where people develop an attachment to places they have never previously visited (Lee, 1999). Williams and Vaske's (2003) two-dimensional conceptualization with place identity and place dependence is the most widely used for its capacity to capture both affective and instrumental bonds with the environment (Strzelecka, Boley, & Woosnam, 2017). Place identity stems from values, feelings, and beliefs about our world, leading to affective bonds towards a place (Jiang, Ramkissoon, Mavondo, & Feng, 2017; Proshansky, 1978). Place dependence refers to how successfully a place meets a person's needs (Prayag & Ryan, 2012; Stokols & Shumacker, 1981; Woosnam et al., 2018). Some researchers have further added an affective dimension (Landon, Woosnam, Kyle, & Keith, 2020; Ramkissoon et al., 2012; Yuksel et al., 2010) and a social bonding dimension (Kyle, Mowen, & Tarrant 2004; Ramkissoon et al., 2012) of place attachment, which, however, have received less attention in tourism research in light of possible interdependences between such dimensions (Patwardhan et al., 2020). Drawing, therefore, on

previous research, the two-dimensional structure of place attachment was considered appropriate in this study (Patwardhan et al., 2020; Woosnam et al., 2018).

2.2.1. Destination Image's Effect on Place Attachment

A few studies tested and identified the positive influences of cognitive and affective images on place attachment (e.g., Chiang, 2016; Jiang et al., 2017; Kaplanidou, Jordan, Funk, & Ridinger, 2012; Prayag & Ryan, 2012; Qiu, 2014; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Veasna, Wu, & Huang, 2013). For example, Prayag and Ryan (2012) analyzed data from 705 international visitors to the island of Mauritius and found that destination image has a weak effect on place attachment, which they treated as a unidimensional concept. In another study, Qiu (2014) investigated the influence of destination image on place attachment by modeling data from 337 inbound Japanese and Korean tourists' destination image, place attachment, and destination loyalty towards Hangzhou, China. Results showed positive effects of both cognitive and affective dimensions of destination image on place attachment. Similarly, Chiang (2016) collected data from 474 visitors of night markets in Tainan City, Taiwan, and identified strong effects of destination image on both dimensions of place attachment. Wang, Weng, and Yeh (2011) gathered data from 418 visitors of Kenting national park in Taiwan and found that destination image explained almost half of variance in place attachment. Song, Kim, and Yim, (2017) identified the positive influence of destination image on both dimensions of place attachment based on the data from 218 golf tourists of Hainan Province, China.

Considering 215 Korean pop star fans' image of Korea and its influence on place attachment, Lee, Busser, and Yang (2015) found that each of the attachment dimensions was explained by both the cognitive and affective image of the country. By applying a similar conceptualization of place attachment, Jiang et al. (2017) modeled the data from 270 international visitors to two nature-based tourism destinations in Australia and identified positive influences of destination image and found consistent results; that the image dimensions significantly explained each of the place attachment dimensions. These overwhelming shreds of evidence resulted in the formulation of the first hypothesis:

H_1: Destination image has a positive influence on place attachment.

2.2.2. Place Attachment's Effect on Destination Loyalty

Among the various antecedents of destination loyalty examined in the past, such as overall satisfaction (Prayag & Ryan, 2012) and destination image (Woosnam et al., 2020; Zhang et al., 2014), place attachment serves a central role due to its capacity to understand the emotional bonding visitors develop to a destination, which enhances their intention to revisit (Patwardhan et al., 2020; Stylos et al. 2017; Wang, Liu, Huang, & Chen, 2020; Yuksel et al., 2010). Wang et al. (2020) and Prayag and Ryan (2012), for instance, confirmed that place attachment exercises a positive effect on destination loyalty, while the study conducted by Stylos et al. (2017) among the UK and Russian tourists visiting Greece, concluded that attachment also moderates the link between visitors' destination image and destination loyalty.

Despite the wider recognition of the two-dimensional structure of place attachment within the tourism literature, interestingly the impact that place identity and place dependence individually

have on destination loyalty has attracted very limited attention (Alexandris, Kouthouris, & Meligdis, 2006; Patwardhan et al., 2020; Yuksel et al., 2010). Alexandris et al. (2006), for example, reported that both dimensions of place attachment are significant predictors of destination loyalty, a finding that was further validated in the study of Patwardhan et al. (2020) on 813 visitors to Karkala, India. Such an exploration will facilitate a better understanding of destination loyalty formation by unpacking the unique role each dimension of attachment plays in this process. This leads to the following hypothesis:

H_2. Place attachment has a positive influence on destination loyalty.

2.3. People-oriented Factors: Perceived Distances and Emotional Solidarity

Perceived distance in the context of tourism is considered in terms of physical space between origin and destination (Ahn & McKercher, 2015), and in more abstract terms such as cultural distance (Boylu et al., 2009; Crotts, 2004, Kastenholz, 2010; Litvin et al., 2004) or social distance (Joo et al., 2018; Thyne et al., 2018; Yilmaz & Tasci, 2015) between tourists and destination residents, all of which are presumed to affect tourism demand (McKercher 2018; McKercher and Mak 2019; Yang, Liu, and Li 2019). Though the work on perceived distance (and by proxy, the actual distance traveled) has received considerable attention in the literature, work surrounding the people-oriented factors of distance (i.e., cultural and social distance) has grown in recent years. Cultural distance is defined as the "perceived difference, misfit, or distance one feels between their culture and the culture of another group" (Boylu et al., 2009, p. 40). More specifically, Ng, Lee, and Soutar (2007) conceived of cultural distance as a composite of Hofstede's (2001) four dimensions of cultural differences: individualism, power distance, masculinity, and uncertainty avoidance. The notion of social distance, first advanced by Bogardus (1925), considers the construct to be the "degrees and grades of understanding and feeling that persons experience regarding each other" (p. 299). Most recently, Yilmaz and Tasci (2015), in the context of tourism, defined social distance as "the level of physical and emotional closeness an individual is willing to feel toward an individual from another group distinct from his/her own group, in one or more of the identifier characteristics such as religion, culture, nationality, ethnicity, race, caste, social class or residence" (p.115).

Inherently related to these perceived distances is the construct of emotional solidarity (Aleshinloye, Fu, Ribeiro, Woosnam, and Tasci 2020; Joo et al., 2018). Woosnam and Norman (2010), based on the initial workings of Durkheim (1995[1915]), considered emotional solidarity as the degree of identification with someone else or affective bonds between individuals marked by a degree of closeness and contact. As of late, emotional solidarity has been considered both an outcome (Woosnam, Aleshinloye, Strzelecka, and Erul 2018) and antecedent to various constructs (Joo, et al. 2018; Woosnam, 2012), including tourists' degree of loyalty to a destination (Patwardhan, Ribeiro, Payini, Woosnam, Mallya, and Gopalakrishnan, 2020; Ribeiro, Woosnam, Pinto and Silva 2018). Even though these people-oriented factors (i.e., cultural distance, social distance, and emotional solidarity) have received some attention recently, they have remained in the shadows of place-oriented factors for their prominent influences on destination loyalty.

2.3.1. Perceived Distances' Effect on Emotional Solidarity

Social distance has, however, been considered most recently in relation to emotional solidarity. Advancing the notion of Allport's (1954) intergroup contact theory (and building on the work of Yilmaz and Tasci (2015)), the lower the perceived distance between guests and host, the higher the degree of solidarity would result. In fact, Joo et al. (2018) demonstrated this exact negative relationship however in the opposite direction. In other words, and more specifically, avoidance (as a dimension of social distance) was negatively related to welcoming nature and sympathetic understanding (as two dimensions of emotional solidarity). Most recently, Aleshinloye et al. (2020) revealed that avoidance was negatively related to all three emotional solidarity dimensions (i.e., welcoming nature, emotional closeness, and sympathetic understanding). Similar findings were implicitly revealed in the work of Tasci (2009) and Yilmaz and Tasci (2013). As Tasci's (2009) study implies, social distance can just as easily be considered an antecedent of solidarity.

Though the explicit link between cultural distance and emotional solidarity has not often been considered, Håkanson and Ambos (2010) argue that perceived cultural differences significantly impact how tourists understand and emotionally relate to residents they encounter while at the destination. In support of this notion, Lepp and Gibson (2003) claim that cultural similarities between visitors and residents allow the former to connect more easily with the latter while in the destination. From the perspective of residents, Huang and Stewart (1996) claimed that shared culture (i.e., lessened cultural distance) "binds people together and maintains solidarity within a community" (p. 30). Of course, the same can be true when considering the higher cultural distance, in that it will negatively impact solidarity. Based on this logical connection, the following hypothesis is formulated:

H_3: Perceived distances (i.e., cultural distance and social distance) have a negative influence on emotional solidarity.

2.3.2. Emotional Solidarity's Effect on Place Attachment

Several studies have highlighted the prominent role the social environment plays in shaping emotional bonds to places, as it is difficult to divorce a place from its residents (Low & Altman, 1992; Stedman, 2002; Woosnam et al., 2020). In line with Hultman and Hall (2012), an understanding of place attachment seems incomplete if the relationships (i.e., emotional solidarity) between hosts and guests are not considered. A handful of studies have explored the role of place attachment as a predictor of solidarity (Aleshinloye et al., 2019; Patwardhan et al., 2020; Woosnam et al., 2018). Woosnam et al.'s (2018) work on visitors in a religious festival was among the first studies to explore how the two dimensions of place attachment contribute to the three dimensions of emotional solidarity. The results of this study revealed that both place identity and place dependence exercise a weak positive effect on emotional closeness, welcoming nature, and sympathetic understanding. These findings were further substantiated in two studies conducted recently in Nigeria (Aleshinloye et al., 2019) and India (Patwardhan et al., 2020).

Such relationships, however, have been validated solely in the context of local festivals where an abundance of interactions occur (Kyle & Chick, 2007); and researchers focused on the effect of place attachment on emotional solidarity, despite the strong evidence available in other fields that it is largely the social interactions and ties (i.e., visitor emotional solidarity with residents) that affect individuals' emotional bonds and attachment to places (Hultman & Hall, 2012; Proshansky, 1978; Stedman, 2002; Tuan, 1977; Williams et al., 1992). Previous studies, for example, have confirmed that social experiences, interpersonal relationships and bonds lead to stronger levels of attachment to a place (Kyle et al., 2005; Tumanan & Lansangan, 2012). As Low and Altman (1992, p.7) suggest, "places are repositories and contexts within which interpersonal, community, and cultural relationships occur, and it is to those social relationships, not just to place qua place, to which people are attached." There is a lack of research, however, empirically confirming the direct effect the three dimensions of emotional solidarity have on the two dimensions of place attachment. Following, therefore, this last line of reasoning, the following hypothesis is formulated:

H_4. Emotional solidarity has a positive influence on place attachment.

2.3.3. Emotional Solidarity's Effect on Destination Loyalty

The sense of identification and degree of emotional bonds visitors forge with residents while on holiday can play a significant role in not only returning but also sharing experiences with others, which in turn, can foster decisions to travel. As such, researchers have considered social aspects of destinations as important antecedents of destination loyalty (e.g., Chekalina et al., 2018ab). Others purported that emotional solidarity felt towards the resident has the potential to explain intentions to revisit (Woosnam & Aleshinloye, 2013). Such a relationship has been demonstrated within the literature as of late. Considering visitors to the Cape Verde islands, Ribeiro et al. (2018) found that the direct and indirect effects of emotional solidarity with residents explained nearly 65% of the variance in destination loyalty (as measured by revisit intentions and the likelihood of recommending to others). Patwardhan et al. (2020) considered emotional solidarity as a mediator within the model, the construct helped to explain roughly 85% of the variance in destination loyalty (i.e., length of time spent, revisit intentions, recommendation intentions) among visitors to an Indian cultural festival. Following this, Woosnam et al. (2020) found that the direct and indirect effects of emotional solidarity on the conative image (i.e., planned intention to revisit, open intention to revisit, and intention to recommend) were significant among Serbian visitors in considering Greece as a destination. Most recently, Stylidis, Woosnam, and Ivkov (2020) demonstrated, through a segmentation approach, that those visitors with the highest degree of emotional solidarity were most likely to return to the destination in two- and five-year periods as well as recommend the destination to friends and relatives (all three measures of destination loyalty). Given these findings, the following hypothesis is proposed:

H_5: Emotional solidarity has a positive influence on destination loyalty.

2.4. Domestic versus International Visitor Perspectives

Different streams of literature provide evidence for potential differences between domestic and international visitors on the relationships tested in this study. Consumer brand literature provides evidence of differential perceptions and attitudes towards local and global brands due to potential home country bias, ethnocentrism, and traditionalism. For example, Winit, Gregory, Cleveland, and Verlegh's (2014) study revealed Thai students' preferences for locally-owned global brands as opposed to foreign-owned global brands, signaling a home-country brand bias. Similarly, Porral and Levy-Mangin (2015) identified the Spanish market's better brand equity for local beer brands compared to global beer brands. Dogerlioglu-Demir and Tansuhaj (2011) also found differing attitudes among Turkish and Thai consumers regarding local and global brands due to ethnocentrism and traditionalism.

Such differences are also identified in consumer attitudes between residents and visitors and domestic and international visitors regarding a place or destination. Sternquist-Witter (1985) compared the image of Traverse City, Michigan between tourists and local retailers, and identified better images of insiders than the outsiders on the majority of image attributes. Potts, Dedekorkut-Howes, and Bosman (2013) identified more positive city identity ratings of 101 residents compared to 102 visitors of Gold Coast, Australia, which they attributed to potentially limited experiences of visitors. Ji and Wall (2011) compared the image of Qingdao, China between 578 visitors and 337 residents and identified better images of residents in 10 cognitive image attributes and two affective image attributes. In a more complex study, Stylidis, Shani, and Belhassen (2017) tested the validity of an image model predicting intention to recommend for both residents and visitors of Eilat city in Israel. Based on the data from 240 tourists and 200 residents, they identified partial differences between the groups but concluded the overall validity of the model in explaining the behavior of both groups. Based on evidence from these studies, the following hypothesis is formulated:

H_6: Modeled relationships are contingent upon the respondent origin (Domestic Visitor versus International Visitor).

3. METHODS

3.1. Study Instrument

A cross-sectional survey design was used to investigate the relationships tested in this study. A concise survey was designed to measure constructs and visitor characteristics in socio-demographics and past visits to the destination. All constructs, except for affective image, were measured using 7-point (1=strongly disagree, 7=strongly agree) Likert scales. The original sources of scales, conceptual definitions, along with the original Cronbach's Alphas are listed in Table 1. Some previously validated scales were refined and adapted in the current study; after back translation to the local language for domestic tourists and pilot tests, redundancies and absurd meanings in the local language was eliminated by deleting some items from the scales. The survey was designed in both the local language and in English.

<Table 1. Here>

Destination image was measured with its two components, cognitive image and affective image, for a complete assessment. The conative image was not included to avoid redundancy in the model since destination loyalty was the outcome variable. Cognitive image was measured with an 8-item Likert scale reflecting typical destination image attributes summarized in the image literature (Tasci, 2009), which included sights, activities, attractions, events, shopping, nightlife, cuisine, and locals. Affective image was measured using a 4-item, 7-point semantic differential scale (i.e., pleasant-unpleasant, arousing-sleepy, exciting-gloomy, and relaxing-distressing) concerning the emotional reactions that the city generates in guests (Russel 1980; Russel and Pratt 1980; Russel, Ward, and Pratt 1981).

The perceived distance was measured in terms of cultural distance and social distance. Due to the lack of validated multi-item scales measuring cultural distance, a newly developed 6-item Likert scale was used to assess the differences guests perceive between their cultures and the hosts' culture in dimensions of religion, values, customs and traditions, norms, and way of life. Social distance was measured with a modified version of Yilmaz and Tasci's (2015) Likert scale. This scale reflected both positive (i.e., affinity) and negative (i.e., avoidance) dimensions of social distance regarding respondents' willingness to interact with locals; however, the negative dimension was previously represented with only one item. To improve the scale structure, two items were newly generated.

Emotional solidarity was measured using Woosnam and his colleagues' emotional solidarity Scale (Aleshinloye et al. 2019; Woosnam, 2011a,b; Woosnam & Norman, 2010; Joo et al., 2018). This scale was originally developed to measure hosts' emotional solidarity with guests using 10 items reflecting respondents' welcoming, emotional closeness and understanding toward guests. Since the welcoming aspect does not apply to guests' attitudes towards hosts, seven items measuring the two dimensions, emotional closeness and sympathetic understanding, were included in the current study.

Drawing on previous research, the two-dimensional structure of place attachment was considered appropriate in this study (Patwardhan et al., 2020; Woosnam et al., 2018). Place attachment was measured using a modified version of the previously validated scale of Williams and Vaske (2003). This scale originally included 12 items measuring two dimensions of place attachment, place identity and place dependence. Eight of these items were included to measure the two-dimensional nature of place attachment that guests feel towards the destination. Finally, destination loyalty scale items were compiled from the literature (Castro, Armario, & Ruiz; 2007; Tasci, 2017; Yoon & Uysal, 2005); nine-item Likert scales were used to measure past and future behavioral loyalty of guests in terms of visiting, recommending, talking about, revisiting, having it as a first choice, and not switching to a cheaper option.

3.2. Sampling and Data Collection

A very popular touristic city in Turkey, Antalya, was used to collect data from both domestic and international visitors. Two field workers as well as one co-author from a local university conducted the survey face-to-face with visitors. Various hotspots within the city were targeted

for intercepting visitors, these include heritage sites, beaches, and natural attractions (e.g., Kaleiçi, Antalya Museum, Konyaaltı and Lara Beaches, Düden Waterfalls). Visitors were randomly approached and surveyed between June and August in 2019. A total of 510 surveys, 260 from domestic travelers and 250 from international travelers, were collected. According to the G*Power 3.1.9.4 program (Faul et al., 2007), the statistical power of the sample is 0.999 (greater than the expected minimum of 0.8) for 510 cases and a 49-item scale data, assuming a standard error of 0.05 and an effect size of 0.5.

3.3. Data Analysis

Using IBM's SPSS v24, data were analyzed by examining descriptives, frequencies, and independent samples *t*-tests. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the reliability and validity of measurement items and associated relationships among the constructs. PLS is acknowledged for its ability to estimate with small samples and non-normal data (Wong, 2010). Since the study aims to identify the predictive power of a network of concepts rather than confirming well-accepted theoretical structures (Sarstedt, Ringle, & Hair, 2014), PLS-SEM was deemed appropriate. SmartPLS 3.0, was used in a two-step process to assess the reliability and validity of the outer model (measurement model) followed by the strength of the inner model (structural model) (Hair, Hult, Ringle, & Sarstedt, 2013). Multicollinearity was checked by computing VIF scores for each variable; high VIF values over 5.0 were deleted to eliminate the multicollinearity issue. The suggested cut-off value for VIF ranges between 3.3 (Kock, 2015) and 10.0 (Hair, Anderson, Tatham, & Black, 1995). The current study took a moderate cutoff value, 5.0 as suggested by Ringle, Wende, and Becker (2015).

4. RESULTS

4.1. Sample Characteristics

Upon initial examination, differences in sociodemographic characteristics were apparent between domestic and international visitors. As can be seen in Table 2, international visitors were slightly older (M = 38.9 years) than domestic visitors (M = 34.5 years). While males (54.6%) dominated the domestic group, females (52.5%) dominated the international group. The domestic respondents were highly educated, with a preponderance (63.3%) holding college degrees, while one-third (34.7%) of the international respondents had a college degree. The domestic group was mostly single (43.4%) or married (42.2%) while the international group was mostly married (48.0%) or living with a partner (24.8%). The domestic group was mostly made of Turkish nationality (99.6%). Local nationality comprised 17.9% of the international segment, reflecting a sizable ex-pat segment in the international visitor group, while 82% of this group noted Germany, Belgium, Greece, Netherlands, Spain, Azerbaijan, and the UK as their origins. Approximately one-fourth of the domestic group either owned their own business (28.9%) or were white-collar workers (25%). Though a higher percentage of international visitors were white-collar workers (33.9%), roughly one-in-ten were students (12%).

<Table 2. Here>

Differences were found in trip behavior characteristics as well. The majority (55%) of the international group travels abroad at least once a year while most (33.9%) in the domestic group

are not able to travel abroad at least once every year. Both groups have previous trip experiences in the study country as well as the study city. On average, the domestic segment had 7.67 trips within the country, 4.66 of them being in the study city, while the international group had 5.09 trips within the country, 2.95 of them being in the study city. The domestic group is on a 12-day trip with about nine days to be spent in the study city while the international group is on a 10-day trip with about nine days to be spent in the study city, on average. The domestic group booked their travel mostly through traditional travel agents (38.8%), while the international group booked their travel through online travel agents (48%). An overwhelming majority in both groups was on a pleasure trip (91.2% for domestic and 95.2 for international), mostly with their spouses, partners, family, and friends. While the majority (62.1%) of the international group was staying in 4-star hotels, the plurality in the domestic group (39.2%) was staying in 5-star hotels.

4.2. Descriptive Analysis and Group Comparisons for Model Constructs

As can be seen in Table 3, the destination was rated high (mean over 5.0) both in cognitive and affective image dimensions; the domestic group rated events and festivals and nightlife attributes significantly higher and that the destination is more arousing and pleasant, while the international group rated shopping, cuisine, and locals' hospitality significantly higher. There are also statistically significant differences on the perceived cultural distance; the international group rated all cultural distance items a little above the neutral point of 4.0, reflecting some level of agreement on perceived distance, while the domestic group rated less than 4.0, reflecting some level of disagreement on the cultural distance. A less stark difference exists in social distance items, both group ratings being a little over 4.0 on affinity and a little below 4.0 on avoidance. Nonetheless, the international group rated significantly higher on two affinity items while the domestic group rated significantly higher on one of the avoidance items. As for emotional solidarity, place attachment, and destination loyalty, overall ratings were above 4.0 for both groups, with significantly higher ratings of the domestic group on two emotional solidarity items (sympathetic understanding dimension), three place attachment items (place dependence), and two past loyalty and two future loyalty items. Some items indicated with an asterisk in Table 3 were deleted in PLS due to high VIF values, over 5.0. In this process, several social distance items including some affinity and all avoidance items were eliminated. Therefore, the affinity dimension with two remaining items was the social distance construct to be tested in the structural model. Social avoidance seems to be not a valid dimension for this group of respondents. Nonetheless, this is not considered an issue since the negative side of the social affinity reflects social avoidance in essence.

<Table 3. Here>

4.3. Results of PLS-SEM

4.3.1. Measurement model (outer model)

PLS-SEM tests on the 10-factor reflective model revealed acceptable levels of reliability and validity. Table 4 shows factor loadings and cross-loadings of all indicator items to their respective constructs. Construct reliability and convergent validity were evaluated by several measures (Hair, Hult, Ringle, & Sarstedt, 2013) including factor loadings, Cronbach's Alphas, composite reliability (CR), and AVE scores (average variance extracted). Following Hair, Hult,

Ringle, and Sarstedt's (2013) suggestion, the cutoff score of 0.70 was used, and all items loaded above this cutoff value, with coefficients between 0.74 and 0.97, and with larger loadings on their respective factors than on any other factor. Cronbach's Alpha of all factors was above the threshold of 0.70. Bootstrap validation to test the item loadings' significance using 2000 samples revealed confidence intervals of the loadings at a 95% level. These values confirmed the scale's convergent validity for measuring the 10-Factor model. Furthermore, all AVEs were above 0.50, indicating the convergent validity of the constructs. Discriminant validity of the reflective PLS model was checked by comparing the square root of the AVE of the factors to the inter-correlations. As displayed in Table 5, the square roots of the AVE, shown on the diagonals, were greater than the correlations between the factors, shown as the off-diagonal elements, confirming the discriminant validity of the model. Nonetheless, two dimensions of emotional solidarity and two dimensions of place attachment have rather high correlations (i.e., over 0.80), signaling potential discriminant validity issues in the multidimensional structure of these constructs in the current study.

<Tables 4. & 5. Here>

4.3.2. Structural model (inner model)

The proposed structural model (inner model) was assessed using 2000 bootstrap resamples and the confidence intervals at 95%. Table 6 displays the influence of exogenous variables, and Figure 2 shows the path coefficients and R^2 values. The significance of the path coefficients, between the exogenous and endogenous variables and R^2 values were examined to evaluate the model fit.

<Table 6. & Figure 2. Here>

Sixteen paths were supported at $p<0.05$ or $p<0.01$ levels (Table 6). Regarding the expected positive influence of cognitive image on place attachment, the effect is significant for both place identity (β=0.346, t=8.736, $p<0.01$) and place dependence (β=0.312, t=7.434, $p<0.01$). Similarly, the influence of affective image on place attachment is also positive and significant for both place identity (β=0.222, t=5.456, $p<0.01$) and place dependence (β=0.186, t=4.222, $p<0.01$). These results support H_1; nevertheless, even though both images influence place attachment, beta values of, and thus the influence of, cognitive image is higher than that of affective image. Both dimensions of place attachment had significant positive influences on both past and future loyalty, thus fully supporting H_2, with place identity having a higher influence on past loyalty (β=.271, t=3.347, $p<0.01$) and place dependence having a higher influence on future loyalty (β=.437, t=7.568, $p<0.01$).

Social distance with its remaining affinity dimension had a significant and positive influence on both emotional closeness (β=0.639, t=19.582, $p<0.01$) and sympathetic understanding (β=0.666, t=20.674, $p<0.01$) dimensions of emotional solidarity. However, the expected negative influence of cultural distance was significant only on sympathetic understanding (β= -0.120, t=3.032, $p<0.01$). With a six times higher beta value, affinity, or the lack of social distance, seems to be a much more influential factor on emotional solidarity than cultural distance. These results provide partial support for H_3; cultural distance has partial influence and social distance (affinity) has a

positive influence with the remaining unidimensional structure; the effect of the deleted avoidance dimension is not tested in the model.

The expected positive influence of emotional solidarity on place attachment was also partially supported (H_4). The influence of emotional closeness is significant for place identity (β=0.151, t=2.712, p<0.01) but not for place dependence. The influence of sympathetic understanding is much higher than that of emotional closeness, for place identity (β=0.251, t=4.382, p<0.01) and also significant for place dependence (β=0.318, t=5.998, p<0.01). As for emotional solidarity's influence on destination loyalty, the influence of emotional closeness was not significant for either past or future loyalty, while that of sympathetic understanding was significant for both past loyalty (β=0.147, t=2.412, p<0.05) and future loyalty (β=0.115, t=2.054, p<0.05), thus partially supporting H_5. Sympathetic understanding appears to be more powerful in explaining subsequent behavioral outcomes such as place attachment and destination loyalty.

Besides these direct influences of place attachment and emotional solidarity on destination loyalty, destination image and perceived distances also had indirect influences on destination loyalty. Cognitive image had a positive and greater indirect influence on future loyalty (β=0.218, t=7.202, p<0.01) than past loyalty (β=0.159, t=6.079, p<0.01). Similarly, affective image also had a positive and greater indirect influence on future loyalty (β=0.134, t=4.303, p<0.01) than past loyalty (β=0.099, t=4.045, p<0.01). The influence of cognitive image was greater than affective image on both past and future loyalty. The indirect influence of cultural distance was negative and similar for both past (β= -0.042, t=2.565, p<0.05) and future loyalty (β= -0.045, t=2.622, p<0.01). On the other hand, the social affinity had a positive and greatest indirect influence on both past (β=0.290, t=9.095, p<0.01) and future loyalty (β=0.295, t=9.466, p<0.01).

An examination of the R^2 values for all endogenous variables revealed that cognitive and affective destination images predicted more of place identity (R^2=0.610) than place dependence (R^2=0.558). Similarly, social distance and cultural distance predicted more of sympathetic understanding (R^2=0.444) than emotional closeness (R^2=0.405). Eventually, all constructs explained more of future loyalty (R^2=0.600) than past loyalty (R^2=0.421).

Additionally, a modified model test was conducted to check if the unidimensional emotional solidarity and place attachment reveals model results with higher reliability and validity. The summary of indicators reflected in Figure 3 shows that the explanatory power of this model is similar to the original model. However, all paths are significant in this modified model. Furthermore, the discriminant validity of emotional solidarity and place attachment is better in this configuration since the highly correlating dimensions of emotional solidarity and place attachment were collapsed into unidimensional constructs. Implications of these omissions are discussed below.

<Figure 3. Here>

4.3.3. Multi-Group Analysis (MGA)

An MGA was conducted to investigate the model variances between the domestic visitor and international visitor groups to check the external validity of the model for different segments. As seen in Figure 2, the MGA revealed variance between groups, showing only three statistically significant differences between the domestic and international visitor groups. The effect from cognitive image to place dependence was weak for the international visitors (β=0.155, t=2.472,

$p<0.05$) and moderate for the domestic visitors (β=0.441, t=8.284, p=0.01); the effect from cognitive image to place identity was weak for the international visitors (β=0.213, t=3.727, $p<0.01$) but moderate for the domestic visitors (β=0.442, t=8.326, $p<0.01$), the effect from social affinity to sympathetic understanding was strong for the international visitors (β= -0.610, t=13.467, $p<0.01$) but very strong for the domestic visitors (β=0.723, t=20.23, $p<0.01$), thus partially supporting H_6.

5. IMPLICATIONS

This study endeavored to identify the relative strength of place-oriented and people-oriented constructs on explaining destination loyalty by modeling data from both domestic and international visitors of a city destination popular among the European markets. International visitor respondents largely mirrored the typical visitor segments of this destination (i.e., Germany, Belgium, Greece, Netherlands, Spain, Azerbaijan, and the UK). Besides, respondents' typical visitation behavior reflects the usual characteristics of domestic and international visitors to this destination. Therefore, the external validity of the findings is potentially high.

5.1. Theoretical Implications

Even though the destination was rated highly by both groups, domestic visitors rated events festivals and nightlife attributes better and the destination as more arousing and pleasant, while the international visitors rated shopping, cuisine, and locals' hospitality better. Domestic visitors may be more engaged with the local activities and thus finding the destination more arousing and pleasant in general. The highly touristic cities in Turkey adopt many products and services from European cultures; however, international visitors may be variety-seekers who would rather enjoy the local flavor in gift shops, cuisine, and local interactions, and thus pay more attention to those aspects of the destination. As Legohérel, Hsu, and Daucé (2015) state "[t]he variety-seeking tendency, which leads consumers to try goods and services other than those usually considered, is illustrated by the intention of international travelers to try new services relating to the culture of the country they are visiting" (p. 360). Legohérel et al.'s (2015) study found that business travelers would rather have standardized products and services while they cautioned that "[d]estinations or areas within a destination, which attract more leisure travelers, may include more local restaurants that serve local cuisine, rather than international restaurants" (p. 364). The study destination is a typical sea-sand-sun destination attracting leisure travelers, both domestic and international. The standardized touristic products and services in nightlife entertainment may be the coveted variety for domestic travelers while local culture-related products and activities may be the desired variety for the international group.

Interestingly, while the international visitors felt significantly higher cultural distance with residents than domestic visitors did, international visitors had a higher affinity and domestic visitors had a higher avoidance tendency. These results indicate that cultural distance is not a direct cause of social distance and cultural similarity does not guarantee social affinity. This result may be explained by the more critical attitude of the culturally similar others as opposed to those with a more tolerant attitude of the culturally different others, as reflected in other studies (e.g., Boylu, Tasci, & Gartner, 2009; Mok & Armstrong, 1998; Tasci, & Severt, 2017; Weiermeier, 2000; Weiermair & Fuchs, 2000). Nonetheless, domestic visitors rated a little

higher on emotional solidarity, place attachment, and past and future loyalty. Domestic visitors may be driven by their ethnocentric and traditionalist (Dogerlioglu-Demir & Tansuhaj, 2011) tendencies in the end, regardless of their critical evaluation of the locals and their culture.

In terms of the relationships among place-oriented and people-oriented concepts, both of the former concepts, namely destination image and place attachment, showed more prominent roles in the model. Cognitive and affective images had a positive influence on both dimensions of place attachment. This finding is in line with those of previous research (e.g., Chiang, 2016; Jiang et al., 2017; Kaplanidou et al., 2012; Prayag & Ryan, 2012; Qiu, 2014; Stylos et al. 2017; Veasna et al., 2013). However, the influence of cognitive image is higher than that of affective image, which is commensurate with more attention to cognitive image than affective image in destination image research. This is also evident in the indirect influences of cognitive and affective images on destination loyalty. Besides the direct influences of cognitive and affective images on place attachment, they also had significant and positive influences on destination loyalty, cognitive image's influence being greater than that of affective image. Also, cognitive and affective image had a greater indirect influence on future loyalty than past loyalty. These findings imply that even though affective image is important for different tourist behaviors, visitors' knowledge of the touristic attributes of a place is more of a driver for positive tourist behaviors than how they feel towards the place.

As for place attachment's influence on destination loyalty, both dimensions had significant positive influences on both past and future loyalty, which supports past research (Alexandris et al., 2006; Patwardhan et al., 2020; Prayag & Ryan, 2012; Stylos et al. 2017; Wang et al., 2020; Yuksel et al., 2010). However, place identity had a higher influence on past loyalty while place dependence had a higher influence on future loyalty. This finding makes sense considering that place identity reflects an individual's general demeanor about a place while place dependence is closely related to future behavior regarding the place.

About the influence of perceived distance on emotional solidarity, while cultural distance had a negative influence only on sympathetic understanding, social distance, or rather, social affinity had a significant and positive influence on both emotional closeness and sympathetic understanding dimensions of emotional solidarity. With a much higher beta value, social affinity seems to be a much more influential factor on emotional solidarity than cultural distance. Joo et al. (2018) demonstrated the influence of emotional solidarity on social distance and the current study found the reverse relationship to be true as well. It may be a circular relationship, one feeding into the other. This finding supports the hypothesis that social interactions and ties (i.e., visitors' emotional solidarity with residents) affect individuals' emotional bonds and attachment to places (Hultman & Hall, 2012; Proshansky, 1978; Stedman, 2002; Tuan, 1977; Williams et al., 1992). The indirect influence of cultural distance was negative and similar for both past and future loyalty while the affinity dimension of social distance had a positive and greatest indirect influence on both past and future loyalty. These findings reflect the prominence of social distance in explaining tourist behavior, more so than cultural distance. Cultural distance may in fact be a touristic attraction for novelty-seeking tourists.

Concerning emotional solidarity's influence on place attachment, the influence of emotional closeness was significant for place identity but not for place dependence. The influence of sympathetic understanding is much higher than that of emotional closeness, with a high impact on both place identity and place dependence. Past research revealed a positive influence of place

attachment on emotional solidarity (e.g., Aleshinloye et al., 2019; Patwardhan et al., 2020; Woosnam et al., 2018), while the current study found the reverse relationship to be true as well. Similar to the relationship between social distance and emotional solidarity, the relationship between emotional solidarity and place attachment may also be circular, one feeding into the other.

It was interesting that emotional closeness was not influential on either past or future loyalty, while sympathetic understanding was influential on both past loyalty and future loyalty. This finding is in line with previous research (e.g., Ribeiro et al. 2018; Woosnam & Aleshinloye, 2013; Woosnam, et al. 2020). Nonetheless, the current study also revealed that sympathetic understanding is a better predictor of both place attachment and destination loyalty. This implies that in studies with long surveys, the sympathetic understanding dimension may suffice for investigating the intended relationships of emotional solidarity.

The model predicted future loyalty better than past loyalty. Past visitations may have had other explanatory factors not included in the study. Furthermore, place-oriented concepts are better predictors of destination loyalty than people-oriented factors. Peoples' thoughts, opinions, and emotions regarding a destination are more of a driver for their destination loyalty than their thoughts, opinions, and emotions regarding the locals of the destination. Overall results signal more of a utilitarian tendency of visitors at the macro-level products such as destinations. They need to have certain touristic attributes as core elements to feel attached and to want to visit a destination. Emotional closeness, affinity, and even affective image are peripheral elements for visiting a place. These peripheral elements may play a more influential role in micro-level products such as spas, resorts, and restaurants, where human touch from servers may surpass the physical products in convincing consumers to return.

Due to high correlations between the two dimensions of both place attachment and emotional solidarity, a modified model test was also conducted, revealing similar explanatory power on destination loyalty with all paths being significant. This finding provides support for scientific parsimony in complex models; multidimensional concepts can be reduced to unidimensional structures for a parsimonious explanation of human phenomena.

Even though the model explains the overall behavior of all visitors, MGA revealed slight differences between domestic and international visitors; the influence of cognitive image on place identity and dependence was weak for the international visitors and moderate for the domestic visitors, while the influence of social affinity on sympathetic understanding was strong for the international visitors but very strong for the domestic visitors. The model shows minimal stronger relations between concepts for domestic visitors as opposed to international visitors, cognitive image is more important for domestic visitors to feel place attachment and social affinity is more important for domestic visitors to feel sympathetic understanding toward the locals.

5.2. Managerial Implications

Destinations attracting international travelers for leisure vacations need to highlight the authenticity in culture and heritage since local flavor may be the variety that they are seeking. On the other hand, offering events, activities, and nightlife opportunities may be more attractive and exciting for domestic travelers, who are already familiar with the local flavor. More importantly,

domestic visitors' higher social distance towards locals than international visitors needs attention. Multiple explanations are plausible; one reason could that domestic tourists are more critical, while another reason could be negative attitudes that they receive from the locals. Some of these highly touristic cities in this country are a little negative towards domestic travelers due to lower spending propensity compared to international visitors. Domestic visitors may tend toward the avoidance, despite their cultural similarity, because of this negative attitude, which needs attention from researchers and well as destination authorities.

Since place-oriented factors, mostly cognitive destination image and place attachment, affect destination loyalty, especially future loyalty, destination authorities need to focus on improving their images for future visitation and word-of-mouth from both domestic and international visitors. Despite the lower influence of people-oriented factors, they still have some influence and should not be entirely neglected. Promotional materials showing locals and visitors in close vicinity, interacting in positive manners, and enjoying their differences may help increase social affinity and sympathetic understanding. About 94 thousand ex-pats currently reside in this area; this fact can be reflected in communications targeted to potential visitors to reduce their social distance. The shopping opportunities such as second-hand bazaars and Noel bazaars that have been the recent traditions of the city can be used in increasing emotional solidarity. City's biking festivals and film festival (Antalya Golden Orange Film Festival) can be promoted for bringing locals and visitors closer and improving affinity and sympathetic understanding.

5.3. Limitations and Suggestions for Future Research

This study was conducted onsite in a highly touristic sea-sand-sun destination. The model results may be very different when tested with data collected from visitors to other types of places such as ecotourism or community-based tourism destinations, where people-oriented factors may be the main drivers of destination loyalty. Therefore, the study needs to be replicated in such contexts to test the validity of the model. Also, the model did not include some other pertinent variables such as the country-level destination image or other types of distances; future studies can build on the current model to determine if they explain a greater degree of variance in destination loyalty. Additionally, the cultural influences may play a significant role in findings and therefore the model needs to be tested in South American, North American, and Asian cultures for external validity. Furthermore, the data were collected and analyzed before the heavy toll of Covid-19 across the world. As the virus started in the east and spread through the west, negative perceptions and attitudes have been formed towards certain places and people with certain ethnic and cultural backgrounds. Thus, if the study was replicated during and after the Covid-19 pandemic, the results may reveal differences in all concepts of the model. Therefore, longitudinal studies with different cultural groups may reveal the ripple effects of Covid-19 on sociocultural perceptions and attitudes around the world.

Finally, researchers lately envision a need to direct tourism research and practice towards transformative goals, which are theoretically grounded in positive psychology, non-utilitarian/non-hedonic and other- and inner-oriented tourism experiences for eudaimonic transformation, well-being, and happiness (Filep & Laing, 2019; Gretzel et al., 2020; Kirillova et al., 2017; Lengieza et al., 2019; Sheldon, 2020). However, there is a lack of empirical evidence in defining the role of people-oriented versus place-oriented concepts' role in such eudaimonic

transformation, well-being, or happiness experiences. We are left to question which type of experiences arises from intense involvement with the local social dynamics as opposed to engagement in the tourist hotspots detached from the locals, and for what type of tourist segments? A teenage student engaging in a remote eco-tourism site for extreme nature activities may achieve the same transformation, well-being, and happiness as a middle-aged white-collar worker immersing in the primitive culture of a remote locality. Thus, future studies need to investigate the role of people-oriented and place-oriented concepts in tourism experiences for transformation, well-being, and happiness. The current study initiated the dispute about place-oriented and people-oriented factors for destination loyalty and future studies are needed to substantiate the finding that place-oriented factors matter more, or report otherwise.

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Table 1. Scales used in the study

Concept	**Original Source Author(s)**	**Definition**	**Measurement Items**
Cognitive Image	Compiled from literature and adapted to city brand (Tasci, 2009)	"cognitive knowledge of common and unique attributes of a destination" (Tasci, Gartner, & Cavusgil, 2007, p.199).	8 Likert type scales about touristic attributes of the city
Affective Image	Russel (1980) Russel and Pratt (1980) Russel, Ward, and Pratt (1981)	the affective quality of destinations measured with four orthogonal bipolar dimensions of pleasant-unpleasant, arousing-sleepy, exciting-gloomy, and relaxing-distressing (Russel 1980;Russel & Pratt 1980; Russel, Ward, & Pratt 1981)	4 Semantic Differential scales about emotional reactions that the city creates in guests
Cultural Distance	Newly created for the current study due to the lack of existing multi-item scales	"perceived difference, misfit, or distance one feels between their culture and the culture of another group" (Boylu, Tasci, & Gartner, 2009, p. 40)	6 Likert-type scales about the differences guests perceive between their and hosts' cultures
Social Distance	Yilmaz and Tasci (2015) Cronbach's Alpha =.90 for Affinity, no Cronbach's Alpha for Avoidance since it is a 1-item factor.	"the level of physical and emotional closeness an individual is willing to feel toward an individual from another group distinct from his/her own group, in one or more of the identifier characteristics such as religion, culture, nationality, ethnicity, race, cast, social class or residence" (Yilmaz & Tasci, 2015, p.115)	7 Likert-type scales reflecting affinity and avoidance of guests towards hosts 4 positive items and 1 negative item were adapted; 2 new items were created to boost 1-item avoidance factor: I would avoid meeting them in public places I would not want to be around the locals of X
Emotional Solidarity	Aleshinloye, Fu, Ribeiro, Woosnam, and Tasci (2020) Woosnam (2011a,b) Woosnam and Aleshinloye (2013) Woosnam and Norman (2010) Joo, Tasci, Woosnam, Maruyama, Hollas, and Aleshinloye (2018) Cronbach's Alpha =.88 for emotional closeness; .86 for sympathetic understanding	"the affective bonds that individuals experience with each other, which are characterized by perceived emotional closeness and degree of contact" (Woosnam, 2011, p.548)	7 Likert type scales reflecting emotional closeness and sympathetic understanding of guests towards hosts
Place Attachment	Williams and Vaske (2003) Cronbach's Alpha =.over .80 for both dimensions in different study settings (adapted 8 items to the city brand)	"a positive connection or bond between a person and a particular place" (Williams & Vaske, 2003, p. 831)	8 Likert type scales reflecting place identity and place dependence guests feel towards the city destination
Destination Loyalty	Compiled from literature and adapted to city brand (Castro, Armario, & Ruiz; 2007; Tasci, 2011, 2017; Yoon & Uysal, 2005)	"a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999, p.34)	9 Likert type scales reflecting past and future behavioral loyalty of guests towards the city brand

Table 2. Demographic and trip behavior characteristics of the sample

	Percentage (%) or Mean (χ)	
Variables	**Domestic Travelers (n=260)**	**International Travelers (n=250)**
Age (χ)	34.53	38.90
Gender (%)		
Female	45.4	52.5
Male	54.6	47.5
Educational degree (%)		
High school	18.4	29.3
Some college	8.6	23.4
College graduate	63.3	34.7
Master's or Ph.D.	6.6	10.5
Other	3.1	2.1
Marital status (%)		
Single	43.4	17.9
Married	42.2	48.0
Divorced	10.5	7.7
With a partner	3.5	24.8
Other	0.4	1.6
Nationality (%)		
Turkish	99.6	17.9
Other nationality	0.4	82.1
Occupation (%)		
Student	13.7	12.0
White collar worker	25.0	33.9
Own business	28.9	7.0
Homemaker	1.2	5.8
Blue collar worker	18.8	10.3
Other	12.6	31.0
Frequency of travel abroad for vacation (χ)		
Less than once a year	33.9	5.2
Once a year	30.3	55.0
Twice a year	19.9	25.7
Three times a year	10.8	10.4
Four or more times	5.2	3.6
Number of previous trips to Turkey (χ)	7.67	5.09
Number of previous trips to Antalya (χ)	4.66	2.95
Length of the trip (number of days, χ)	11.93	10.11
Portion of the trip in Antalya (number of days, χ)	9.42	8.61
Trip booking method (%)		
Traditional travel agent	38.8	40.7
Online travel agent (TripAdvisor, booking.com, etc.)	31.8	48.0
Direct from the provider	29.5	11.3
Purpose of the trip (%)		
Business	3.5	1.2
Pleasure	91.2	95.2
Health	3.1	2.8
Other	2.3	0.8
People in the travel party (%)		
Alone	11.6	3.2
Spouse/partner	35.1	41.4
Family/Relatives	35.9	40.6

Friends/Colleagues	14.7	14.1
Tour group	2.7	0.4
Type of accommodation (%)		
Boutique hotel	3.5	0.4
★hotel	0.4	1.2
★★hotel	0.8	0
★★★hotel	23.5	2.0
★★★★ hotel	19.2	62.1
★★★★★ hotel	39.2	30.2
Resort	10.8	4.0
Friends or family home	2.7	0

Table 3. Descriptives of the measurement items

	Domestic Travelers (n=260)		International Travelers (n=250)		
Measurement Items	**Mean**	**St. Dev.**	**Mean**	**St. Dev.**	**T-test Sig. (2-tailed)**
Cognitive Image (1=Strongly disagree, 7=Strongly agree)					
Antalya has attractive sights for visit	5.70	1.672	5.67	1.255	.830
Antalya has exciting activities for tourists	5.64	1.609	5.69	1.256	.699
Antalya has many natural attractions	5.79	1.596	5.75	1.260	.775
Antalya has diverse special events and festivals	5.50	1.516	5.09	1.374	.002
Antalya has ample shopping opportunities	5.29	1.666	5.57	1.258	.035
Antalya has many nightlife opportunities	5.64	1.621	5.37	1.338	.043
Antalya has delicious cuisine	5.18	1.625	5.54	1.288	.007
Antalya has hospitable locals	5.36	1.657	5.64	1.318	.035
Affective Image					
Distressing- Relaxing	6.12	1.288	6.06	1.268	.588
Gloomy-Exciting	5.90	1.378	5.74	1.522	.238
Sleepy-Arousing	5.70	1.369	5.43	1.358	.031
Unpleasant-Pleasant	6.08	1.304	5.76	1.592	.017
Cultural Distance (1=Strongly disagree, 7=Strongly agree)					
Antalya locals' religion is different from mine	2.87	2.058	4.77	1.954	.000
Their values are different from my values	3.00	2.015	4.16	1.716	.000
Their customs and traditions do not match mine*	2.92	1.939	4.21	1.672	.000
Their norms are different from mine*	2.98	1.986	4.17	1.631	.000
Their way of life is distinct from mine*	3.11	1.965	4.28	1.613	.000
In general, Antalya locals' culture is different from my own culture*	3.20	2.065	4.39	1.675	.000
Social Distance (1=Strongly disagree, 7=Strongly agree)					
I would like to be friends with Antalya locals	4.66	1.721	5.39	1.421	.000
I would like to have a close personal relationship with them	4.46	1.894	4.79	1.485	.033
I would like to be invited into their homes*	4.50	1.860	4.61	1.499	.476
I would like to invite them into my own home*	4.41	1.885	4.70	1.531	.060
I would not want any contact with the locals of Antalya *	3.37	2.115	3.16	2.018	.246
I would avoid meeting them in public places*	3.30	2.189	3.01	1.969	.125
I would not want to be around the locals of Antalya *	3.28	2.195	2.65	1.879	.001
Emotional Solidarity (1=Strongly disagree, 7=Strongly agree)					
I have made friends with some Antalya locals	4.30	2.009	4.63	1.837	.057
I feel close to some locals I have met in Antalya	4.60	1.908	4.52	1.801	.630
I feel connected with locals of Antalya *	4.61	1.738	4.58	1.688	.883
I understand Antalya locals	4.62	1.765	4.51	1.598	.443
I identify with Antalya locals*	4.60	1.779	4.33	1.620	.073
I feel affection toward Antalya locals	4.92	1.750	4.59	1.551	.027
I have a lot in common with Antalya locals	4.74	1.696	4.32	1.570	.005
Place Attachment (1=Strongly disagree, 7=Strongly agree)					
I am very attached to this holiday destination	4.94	1.737	5.09	1.464	.303
Holidaying in Antalya means a lot to me	5.02	1.642	4.90	1.435	.396
I identify strongly with this destination	4.81	1.743	4.63	1.430	.196
Antalya is a very special destination to me*	4.94	1.743	4.82	1.517	.429
Antalya is the best place for what I like to do on holidays	5.21	1.699	4.88	1.350	.015
No other place can provide the same holiday experience as Antalya	4.63	1.824	4.39	1.659	.132
Holidaying here is more important to me than holidaying in other places	4.74	1.841	4.20	1.591	.001
I would not substitute any other destination for the types of things that I did during my holidays in Antalya	4.67	1.909	3.87	1.632	.000
Destination Loyalty (1=Strongly disagree, 7=Strongly agree)					
I visited Antalya many times before	4.58	2.409	3.51	2.292	.000
I recommended Antalya to my friends and family	5.22	1.859	5.10	1.705	.442
Antalya was my first choice for my vacations	4.44	2.038	4.08	1.937	.041
I prefer Antalya for my vacations	4.76	1.818	4.66	1.567	.497
I talk about Antalya in my social circles	5.15	1.700	4.43	1.837	.000
I talk about Antalya in my social media	4.93	1.842	4.19	1.935	.000
I will recommend Antalya to my friends and family	5.42	1.593	5.62	1.448	.146
I will visit Antalya again for my next vacation	5.26	1.638	5.15	1.486	.406
I will not chose another place over Antalya even if it is cheaper	4.64	1.985	4.42	1.814	.207

*: Item deleted in PLS due to VIFs above 5.

Table 4. PLS Factor loadings (bolded) and cross loadings

Items & Factors	Cognitive Image	Affective Image	Social Distance	Cultural Distance	PA-Place Dependence	PA-Place Identity	ES-Emotional Closeness	ES-Sympathetic Understandin	Past Loyalty	Future Loyalty
	Loadings & Crossloadings									
Cognitive Image Cronbach's Alpha = .929; CR= .942; AVE= .669										
Antalya has attractive sights for visit	**.832**	.368	.395	-.036	.495	.498	.368	.432	.461	.499
Antalya has exciting activities for tourists	**.858**	.357	.437	.034	.517	.530	.392	.480	.482	.558
Antalya has many natural attractions	**.859**	.341	.410	-.008	.510	.499	.370	.402	.476	.516
Antalya has diverse special events and festivals	**.799**	.370	.348	-.069	.489	.494	.369	.462	.444	.502
Antalya has ample shopping opportunities	**.810**	.384	.406	.112	.568	.508	.422	.455	.403	.524
Antalya has many nightlife opportunities	**.825**	.366	.401	-.027	.524	.479	.336	.444	.460	.504
Antalya has delicious cuisine	**.772**	.479	.515	.094	.624	.557	.460	.544	.427	.554
Antalya has hospitable locals	**.784**	.480	.514	.052	.631	.572	.437	.533	.454	.576
Affective Image Cronbach's Alpha = .878; CR= .916; AVE= .732										
Distressing- Relaxing	.427	**.879**	.388	-.053	.489	.435	.264	.345	.401	.488
Gloomy-Exciting	.450	**.866**	.351	-.080	.469	.432	.292	.361	.397	.484
Sleepy-Arousing	.438	**.846**	.348	-.126	.485	.455	.331	.405	.378	.478
Unpleasant-Pleasant	.341	**.831**	.296	-.090	.418	.404	.239	.317	.339	.450
Social Distance (Affinity) Cronbach's Alpha = .884; CR= .945; AVE= .896										
I would like to be friends with Antalya locals	.525	.404	**.942**	.146	.565	.440	.570	.595	.374	.468
I would like to have a close personal relationship with them	.480	.365	**.951**	.031	.565	.508	.628	.644	.418	.445
Cultural Distance Cronbach's Alpha = .862; CR= .929; AVE= .867										
Antalya locals' religion is different from mine	.058	-.073	.132	**.888**	.006	-.104	.020	-.032	.000	.025
Their values are different from my values	.010	-.108	.062	**.973**	-.085	-.117	-.003	-.069	-.040	-.054
PA-Place Identity Cronbach's Alpha = .916; CR= .947; AVE= .856										
I am very attached to this holiday destination	.630	.494	.555	-.012	**.926**	.794	.542	.601	.565	.684
Holidaying in Antalya means a lot to me	.627	.530	.545	-.075	**.940**	.814	.539	.607	.567	.651
I identify strongly with this destination	.608	.489	.556	-.074	**.908**	.850	.569	.639	.566	.697
PA-Place Dependence Cronbach's Alpha = .901; CR= .931; AVE= .772										
Antalya is the best place for what I like to do on holidays	.689	.519	.521	-.115	.826	**.843**	.520	.613	.595	.660
No other place can provide the same holiday experience as Antalya	.501	.457	.420	-.114	.788	**.889**	.485	.551	.488	.629
Holidaying here is more important to me than holidaying in other places	.571	.437	.483	-.127	.818	**.933**	.553	.635	.545	.700
I would not substitute any other destination for the types of things that I did during my holidays in Antalya	.446	.345	.313	-.055	.660	**.846**	.432	.495	.473	.652
ES-Emotional Closeness Cronbach's Alpha = .920; CR= .962; AVE= .926										
I have made friends with some Antalya locals	.460	.290	.602	.057	.540	.508	**.959**	.736	.460	.481
I feel close to some locals I have met in Antalya	.475	.344	.617	-.043	.601	.586	**.966**	.812	.496	.552
ES-Sympathetic Understanding Cronbach's Alpha = .918; CR= .948; AVE= .859										
I understand Antalya locals	.522	.390	.607	-.041	.596	.577	.777	**.922**	.504	.570
I feel affection toward Antalya locals	.541	.380	.633	-.059	.647	.643	.745	**.935**	.539	.569
I have a lot in common with Antalya locals	.544	.395	.580	-.066	.605	.608	.721	**.923**	.467	.542
Past Loyalty Cronbach's Alpha = .847; CR= .908; AVE= .767										
I visited Antalya many times before	.436	.306	.310	-.124	.502	.519	.456	.488	**.874**	.528

I recommended Antalya to my friends and family	.542	.467	.438	.024	.535	.496	.367	.437	**.835**	.572
Antalya was my first choice for my vacations	.477	.398	.360	.025	.571	.564	.477	.502	**.916**	.650
Future Loyalty Cronbach's Alpha = .892; CR= .917; AVE= .650										
I prefer Antalya for my vacations	.523	.444	.426	-.062	.604	.605	.480	.521	.727	**.810**
I talk about Antalya in my social circles	.454	.346	.298	.021	.520	.559	.337	.389	.488	**.796**
I talk about Antalya in my social media	.383	.328	.222	.033	.445	.535	.369	.403	.418	**.744**
I will recommend Antalya to my friends and family	.609	.532	.471	.021	.590	.537	.315	.408	.480	**.789**
I will visit Antalya again for my next vacation	.627	.530	.441	-.071	.676	.672	.489	.557	.539	**.870**
I will not chose another place over Antalya even if it is cheaper	.525	.476	.434	-.049	.660	.696	.556	.592	.544	**.821**

Table 5. Discriminant validity (intercorrelations) of constructs

	Affective Image	Cognitive Image	Cultural Distance	ES-Emotional Closeness	ES-Sympathetic	Future Loyalty	PA-Place Dependence	PA-Place Identity	Past Loyalty	Social Distance
Affective Image	.856									
Cognitive Image	.486	.818								
Cultural Distance	-.102	.028	.931							
ES-Emotional Closeness	.330	.486	.005	.962						
ES-Sympathetic Understanding	.419	.578	-.060	.806	.927					
Future Loyalty	.556	.651	-.029	.538	.605	.806				
PA-Place Dependence	.505	.637	-.119	.570	.658	.753	.879			
PA-Place Identity	.545	.672	-.058	.595	.666	.732	.886	.925		
Past Loyalty	.444	.552	-.028	.497	.544	.667	.602	.612	.876	
Social Distance (Affinity)	.405	.530	.091	.634	.655	.482	.502	.597	.419	.947

Bolded figures are square root of average variance extracted (AVE).
Figures below the AVE line are the correlations between the factors.

Table 6. Structural Estimations (Hypotheses Testing)

Hypotheses	**Links tested**	**Original Sample (O)**	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	***p*-Value**
H_1 supported	Cognitive Image -> PA-Place Identity	.346	.346	.040	8.736	.000
	Cognitive Image -> PA-Place Dependence	.312	.312	.042	7.434	.000
	Affective Image -> PA-Place Identity	.222	.222	.041	5.456	.000
	Affective Image -> PA-Place Dependence	.186	.187	.044	4.222	.000
H_2 supported	PA-Place Identity -> Past Loyalty	.271	.272	.081	3.347	.001
	PA-Place Identity -> Future Loyalty	.236	.238	.062	3.808	.000
	PA-Place Dependence -> Past Loyalty	.210	.210	.077	2.711	.007
	PA-Place Dependence -> Future Loyalty	.437	.436	.058	7.568	.000
H_3 partially supported	Social Distance (Affinity) -> ES-Emotional Closeness	.639	.639	.033	19.582	.000
	Social Distance (Affinity) -> ES-Sympathetic Understanding	.666	.666	.032	2.674	.000
	Cultural Distance -> ES-Emotional Closeness	-.053	-.054	.038	1.399	.162
	Cultural Distance -> ES-Sympathetic Understanding	-.120	-.120	.040	3.032	.002
H_4 partially supported	ES-Emotional Closeness -> PA-Place Identity	.151	.152	.056	2.712	.007
	ES-Emotional Closeness -> PA-Place Dependence	.100	.102	.052	1.910	.056
	ES-Sympathetic Understanding -> PA-Place Identity	.251	.251	.057	4.382	.000
	ES-Sympathetic Understanding -> PA-Place Dependence	.318	.317	.053	5.998	.000
H_5 partially supported	ES-Emotional Closeness -> Past Loyalty	.098	.098	.064	1.533	.125
	ES-Emotional Closeness -> Future Loyalty	.055	.057	.057	.964	.335
	ES-Sympathetic Understanding -> Past Loyalty	.147	.145	.061	2.412	.016
	ES-Sympathetic Understanding -> Future Loyalty	.115	.113	.056	2.054	.040
Indirect Effects	Cognitive Image -> Past Loyalty	.159	.159	.026	6.079	.000
	Cognitive Image -> Future Loyalty	.218	.219	.03	7.202	.000
	Affective Image -> Past Loyalty	.099	.099	.025	4.045	.000
	Affective Image -> Future Loyalty	.134	.134	.031	4.303	.000
	Cultural Distance -> Past Loyalty	-.042	-.043	.016	2.565	.010
	Cultural Distance -> Future Loyalty	-.045	-.045	.017	2.622	.009
	Social Distance (Affinity) -> Past Loyalty	.290	.29	.032	9.095	.000
	Social Distance (Affinity) -> Future Loyalty	.295	.296	.031	9.466	.000

Tasci, A., Uslu, A., Stylidis, D., & Woosnam, K.M. (2021). Place-Oriented or People-Oriented Concepts for Destination Loyalty: Destination Image and Place Attachment versus Perceived Distances and Emotional Solidarity. *Journal of Travel Research*. In Press

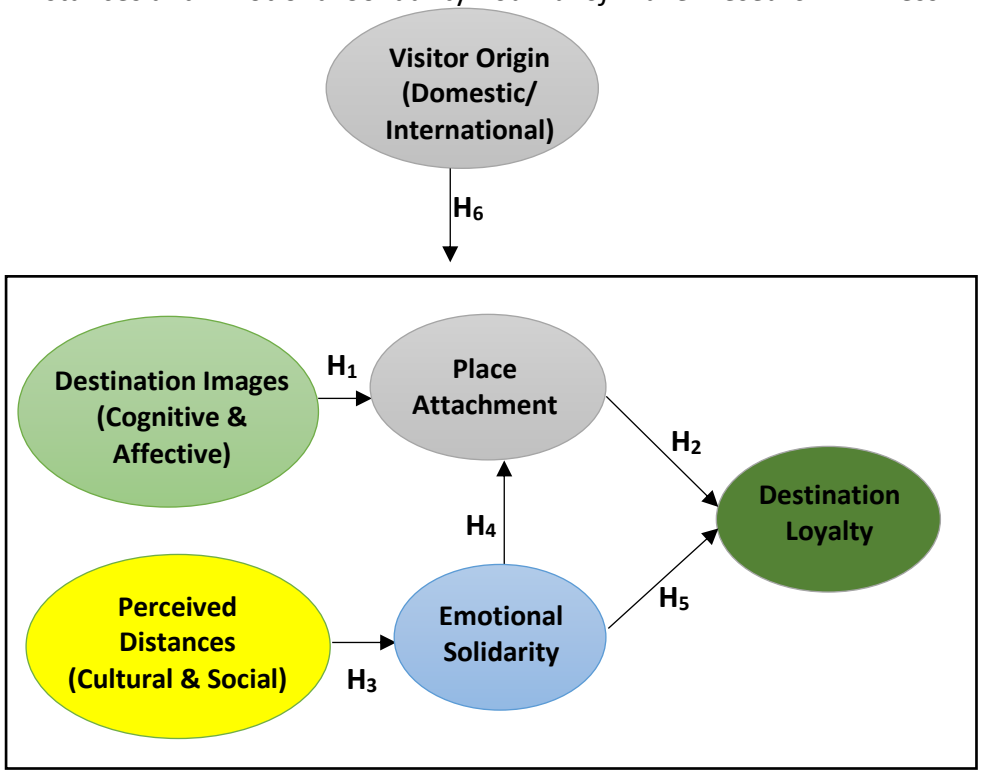

Figure 1. The conceptual model and hypotheses of the study

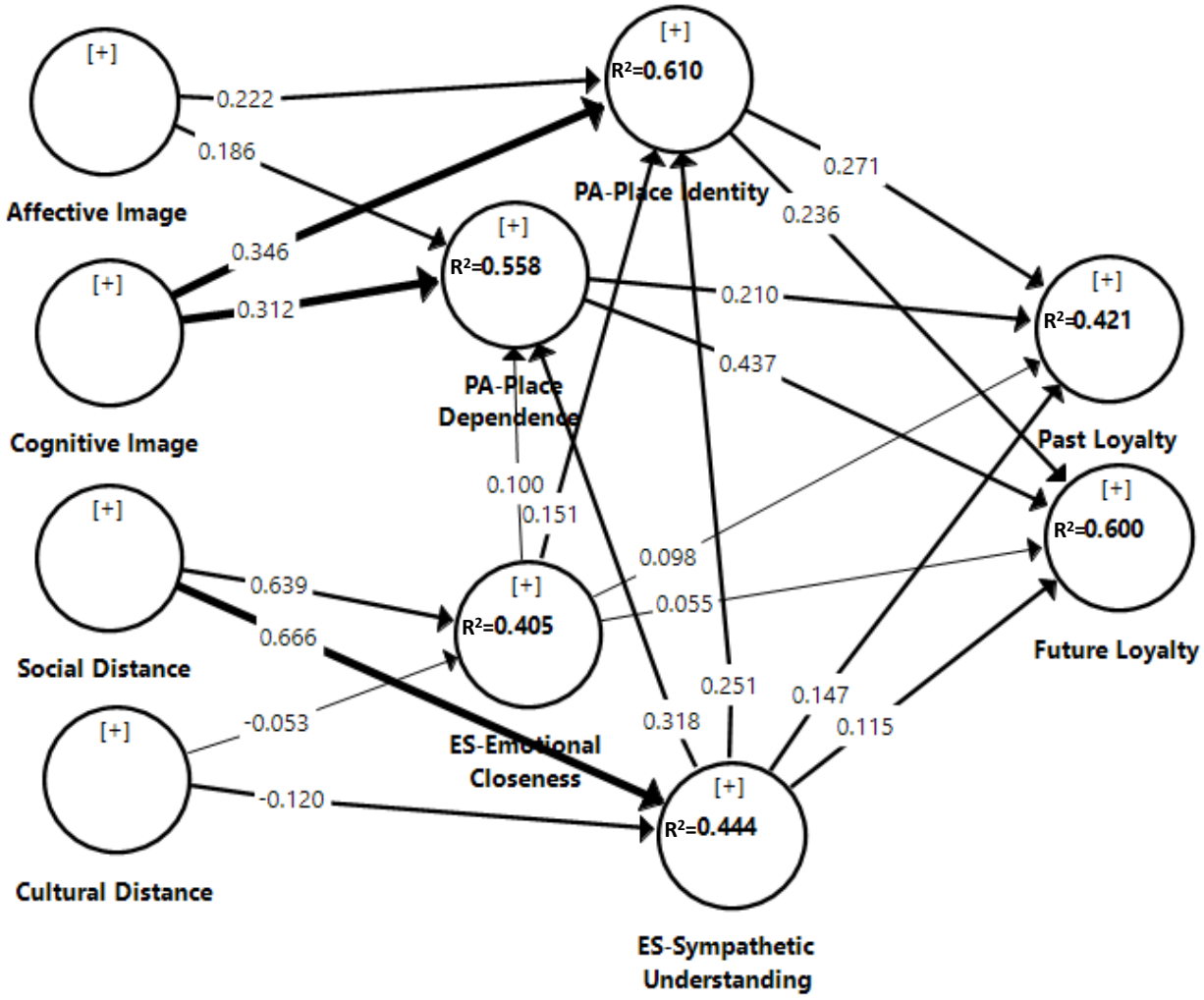

Figure 2. PLS regression paths and R^2 values (bold paths are significant at p<.05 or p<.01level, extra bold paths are statistically significant differences between international and domestic tourists, thus H_6 is partially supported)

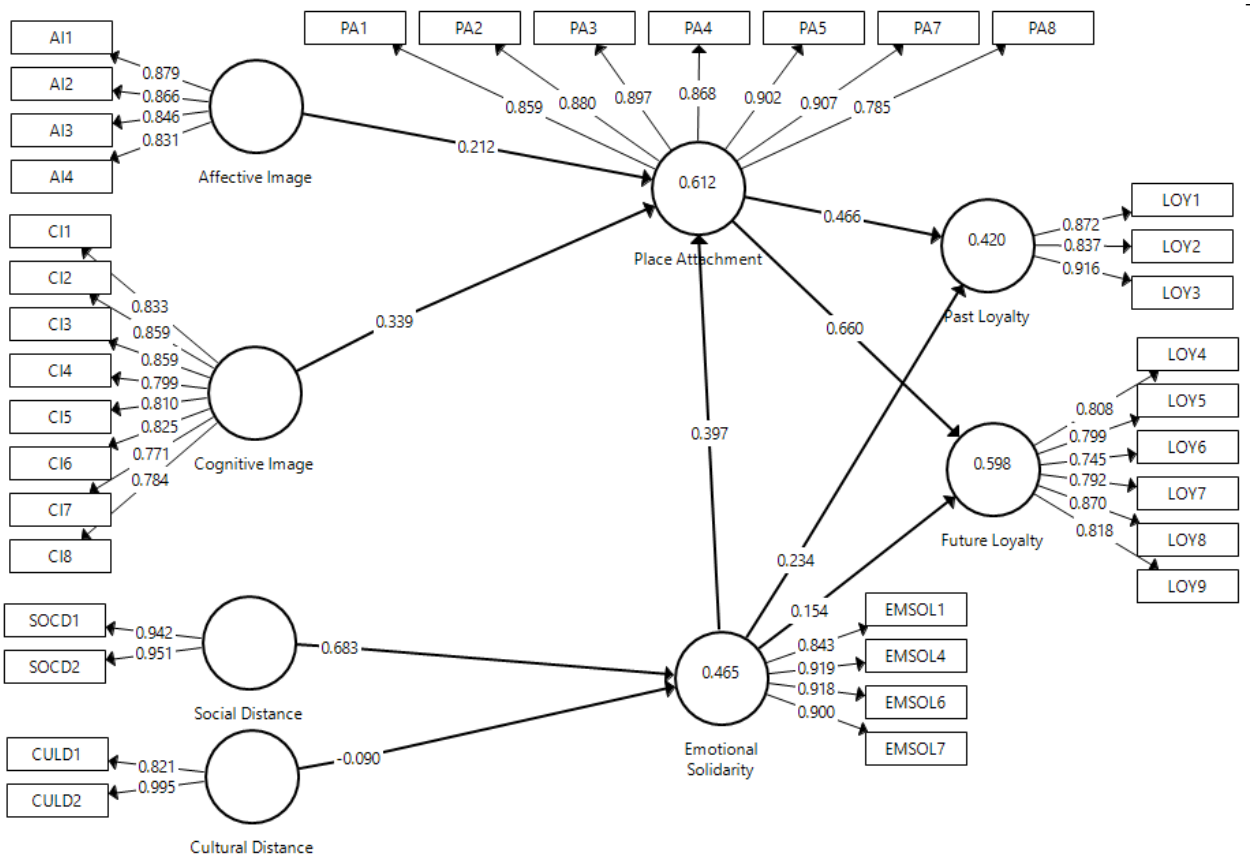

Figure 3. PLS results by treating emotional solidarity and place attachment as unidimensional constructs (one more Emotional solidarity item is eliminated due to high VIF in this configuration; the path between cultural distance and emotional solidarity is significant at $p<.05$, all others are significant at $p<.01$).